

Prifysgol Wrexham Wrexham University

Module specification

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Module Code	BUS5C3
Module Title	Entrepreneurship and Innovation
Level	5
Credit value	30
Faculty	Wrexham Business School
HECoS Code	101221
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BSc (Hons) Business and Management	Core
BSc (Hons) Business Management with Foundation Year	Core

Breakdown of module hours

Learning and teaching hours	45 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	45 hrs
Placement hours	0 hrs
Guided independent study hours	255 hrs
Module duration (Total hours)	300 hrs

Module aims

The aim of this module is to develop students' understanding of the key principles, processes, and mindsets involved in creating and growing innovative ventures. Students will explore the dynamic relationship between entrepreneurial thinking and innovation management, learning how opportunities are identified, evaluated, and transformed into viable products, services, or business models. Emphasis is placed on creativity, strategic risk-taking, and the application of tools for developing entrepreneurial ideas in a range of contexts—from startups to corporate innovation settings. Through a practical, applied assessment, students will have the opportunity to develop and present an innovative business concept, enabling them to apply

theoretical knowledge to real-world entrepreneurial challenges and demonstrate problem-solving, planning, and communication skills.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Analyse entrepreneurial opportunities and apply innovation theories to develop viable business concepts.
2	Design and evaluate innovative business models, incorporating strategic planning, risk assessment, and sustainability principles.
3	Demonstrate effective communication and practical entrepreneurial skills through the development and presentation of a compelling venture proposal and pitch.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1:

Students will produce a collection of work related to an innovative business idea in response to a real-world market opportunity. The assessment includes a written venture proposal outlining the market need, innovation concept, business model, risk assessment, and sustainability considerations, alongside a 5-minute recorded pitch aimed at potential investors. Additionally, students will engage in a hands-on practical activity to apply entrepreneurial skills in developing their idea. This assessment is designed to integrate theory with practice, develop strategic thinking, and enhance communication skills essential for successful entrepreneurship.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3	Portfolio	3,000	100%	Oral assessment

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end People and Culture module applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning. Students will have access to multiple learning opportunities including face to face and online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading.

An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in the world of business and management. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Welsh Elements

Students have an option to submit the assessments and receive feedback for the module in Welsh. Case studies and contextualised Welsh examples will also be implemented within the module where possible.

Indicative Syllabus Outline

1. Introduction to Entrepreneurship and Innovation
2. Opportunity Recognition and Idea Generation
3. Business Models and Value Proposition
4. Market Research and Competitive Analysis
5. Business Planning and Strategy
6. Financial Fundamentals for Entrepreneurs
7. Marketing for Start-ups and Innovation
8. Innovation Management and Product Development
9. Legal and Ethical Issues in Entrepreneurship
10. Entrepreneurial Leadership and Team Building
11. Growth Strategies and Scaling Up
12. Pitching, Presentation, and Reflection

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Bessant, J. R., & Tidd, J. (2024). *Innovation and Entrepreneurship*. 4th ed. John Wiley & Sons

Other indicative reading:

Kennard, M. (2024). *Innovation and Entrepreneurship – Management Practice Essentials*. Routledge.

Pruthi, S., & Mitra, J. (2023). *Global Entrepreneurship & Innovation*. SAGE Publications.

Administrative Information

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